

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Mayor and Council Transit Task Force and to the general public that the Mayor and Council Transit Task Force will hold the following meeting which will be open to the public.



## Mayor and Council Transit Task Force MINUTES

**Monday, February 8, 2016, 4:00 p.m.**

**Location: 149 N. Stone, 2nd Floor  
Tucson, AZ 85701**

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### 1. Call to Order

*Meeting was called to order at 4:08 p.m. with seven (7) of the eleven (11) members present which established a quorum.*

### 2. Introductions / Roll Call

*Members Present: Eugene Caywood, Chair (Ward 5)  
Suzanne Schafer, Vice Chair (Ward 3)  
Brian Flagg (Ward 2)  
Margot Garcia, (Ward 6)  
Sami Hamed (CTAC)  
Peggy Hutchison (Ward 1)  
Linda Dobbyn (CTAC )  
David Heineking, U of A Advisory Member*

*Members Absent: Vacant (Mayor)  
Vacant (Ward 4)  
Vacant (CTAC)  
Vacant (CTAC)*

*Staff Present: Nicholas Scherer, Transit Services Coordinator  
Kate Riley, General Manager of Sun Tran/Sun Van  
Jared Forte, Assistant General Manager of Sun Tran/Sun Van  
Kandi Young, Marketing & Communications Director for Sun Tran/Sun Van  
Bob McGee, Scheduling Manager  
Davita Mueller, Sun Tran Planning Analyst  
John Zukas, Transit Services Coordinator*

### 3. Approval of January 11, 2016 Minutes

**Motion:** *Sami Hamed made a motion to approve the minutes as submitted.*

**Seconded**

**Motion Passed:** *Unanimously*

#### **4. Call to the Audience**

*Joy Herr-Cardillo – Ms. Cardillo is a member of the Southern Arizona Transit Advocates (SATA) Group. Ms. Cardillo stated that the Group has talked to some of the City staff about Transit Management Contract incentives. Ms. Cardillo said that if increased ridership is a shared goal, as it should be, making sure that there are some incentives in the contract for the management company is really crucial for making that happen. She stated that she is not suggesting that the current management team isn't marketing and doing things to increase ridership, but she feels that if you incentivize the increased ridership it would maybe focus the attention more and increase the efforts on ridership. Increased ridership not only means increased fare box but also increased constituency supporting transit. If we get more people riding transit, more people will want to make sure the transit system works for everybody. We would like to build those incentives in. Increasing ridership is a better measure of the quality of service than a lack of complaints.*

#### **5. Update on Transit/Announcements**

*Nicholas Scherer gave an update on the Ronstadt Transit Center - We will have a predevelopment agreement by spring 2016.*

*2045 RMAP – A draft document will be sent to PAG by February 27. The Plan will be posted online by the end of March which will start a 30 day public comment period.*

*The 2017 Budget will be submitted to the Mayor and Council by April 19.*

*M & C – Study Session – Alternative Model for Transportation presented by Parsons Brinckerhoff.*

*High Capacity Transit – HDR Engineering will be doing studies in the area to make recommendations concerning High Capacity Transit.*

*SunGo Program – Contacted the vendor concerning problems with the SunGo cards.*

*Smoking at Transit Centers – City Attorney stated that there must be an enclosed area for smoking. Kate Riley stated that the problem was with the enforcement of the No Smoking areas. Discussion followed.*

*Kate Riley stated that the City Manager asked that the restrooms at the transit centers remain open 24 hours a day. She asked that if anyone has any issues with this, they should let her know.*

*Liz Burden commented on the Performance Indicators - Even though our City continues to be in a fiscal crisis, a structural fiscal crisis, eventually I think our common goal is to create a world class bus transit system. If that is the case, then*

*performance indicators, and having good ones, are a central part of that process. We know that in theory, the private contract is supposed to do two or three things. It's supposed to give a higher quality of service at a lower cost than the City could do internally. Therefore, again, if those are a couple of measures, we need to have good performance based incentives to do that. This requires a definition of quality that, in my mind, should be set by the City, not the contractor, be based on community input and values, consider baseline and benchmark as well as trends, in terms of the data that is being looked at and collected and have community oversight in terms of the reporting and accountability for the measures.*

*You know that effective indicators of success have three or four different parts who or what is being measured, how many or how much is good and by when. I would encourage us to be as specific as possible when writing those performance metrics for the contract. The way to think about it in addition to those data that are required by the National Transit Data Base, that Sun Tran reports, that we should also be measuring things that matter to the community and to bus riders and to other community members. Examples of those might be not just the economic things about revenue and cost, but things like Jarret Walker talked about: mobility, accessibility, service equity - all dimensions that are in best practice around the country when we look at what transit systems are measuring but that don't seem to be necessarily the ones that we are looking at here. Connectivity would be another one, passenger environment, customer information – all of these are kinds of performance indicators that other systems have in terms of metrics that they are looking at on a regular basis.*

*To do this well means that we need to institute, in my mind, a Performance Measurement System that puts extra on the contractor in order to hold the contractor accountable, that has a variety of measures, realistic goals and targets, and is used in decision making by this Task Force as well as the Mayor and Council. Have specific standards about meeting improvements, approaching the standards, meeting the standards, exceeding the standards, and with penalties for falling below the standards, and incentives for attaining the standards that pertain to those kinds of things.*

*Lastly, I think a good Performance Measure System lets the community know through a report card, or I'd love to see a real-time dashboard on the Sun Tran site, that I could go to at any point in time and see how my bus system is doing in view of the performance metrics that are being measured.*

*Peggy Hutchison moved to include previous comments made by Liz Burden in the Minutes. The motion was seconded and passed unanimously.*

## **6. Next Steps: JWA Transit Workshop Report Policy Ideas**

*Nicholas Scherer gave a PowerPoint presentation outlining the progress on the Jarrett Walker & Associates Transit Choices Report. He stated that the goal was to create a new policy that will establish the minimum criteria for defining the Frequent Transit*

*Network route. The presentation compared Tucson's Frequent Transit Network Policy with peer groups. Discussion followed.*

**Motion:** *Suzanne Schafer moved that the Transit Task Force advise Mayor and Council to adopt a policy to define and protect our High Frequency Network and to prioritize expansion of that network and set a minimum standard for routes that would be included in that network and that minimum standard shall be weekdays from 6 a.m. to 6 p.m., with no greater than 15 minute headway, five days a week or better.*

**Seconded**

**Motion:** *Margot Garcia moved to amend the previous motion to direct staff to draft a policy defining the present High Frequency Network and bring it back to the Transit Task Force.*

**Seconded**

**Amended Motion Passed:** *Unanimously*

## **7. Transit Management Contract Performance Incentives**

*John Zukas explained how the City's contract with Transdev works, how performance is measured and what types of incentives exist. Mr. Zukas stated that rather than have incentives for going above and beyond standards; the contract includes deducts for not achieving the four performance indicators that are monitored monthly relevant to Sun Tran and Sun Van. Discussion followed.*

*Suzanne Schafer moved to direct staff to draft a proposal with goal to increase ridership by 10% over the next 2 years. The motion was seconded and passed unanimously.*

## **8. SummerGO Youth Pass: Year One**

*Kandi Young gave a presentation on the SummerGO Youth Pass Pilot. The program was offered to High School students. Only four high schools committed to selling the pass on campus. During the pilot program, the 30-day passes decreased. There was more interest in children ages 6 and up. Discussion followed.*

*Margot Garcia moved to change the age for the SummerGO Youth Pass to include ages 6 -18 years and follow staff recommendations. The motion was seconded and passed unanimously.*

## **9. Annual Pass Pilot Program**

*The cost for the Annual Pass was \$413, giving customers an 18% discount. There were 16 passes sold for total revenue of \$16,500. Based on the sales during the Pilot Program, staff recommended that the program not be continued. Discussion followed.*

*Sami Hamed moved to discontinue the sale of the Annual Pass. The motion was not seconded.*

*Margot Garcia moved to continue the Annual Pass for another year. The motion was seconded and passed unanimously.*

## **10. Call to the Audience**

*Barbara Brookhart – Ms. Brookhart expressed her concern with having the restrooms at the transit centers open 24 hours a day. She wanted to know how often they are being serviced. Ms. Brookhart was concerned about whether there is going to be someone in there in case there is some kind of misbehavior.*

*Richard Mayers – Commented about the GoTucson App. He stated that it is a period pass for 2 hours. You can ride the streetcar in any direction. For 20 cents extra, it is a good deal. He was wondering if that is why this was set up.*

*Mr. Mayers also commented on smoking at the transit centers. He wanted to know would be considered the policy on smoking. If you look at how close you can be to the door of the bus, no one should be smoking at the transit center.*

*Camille Kershner – Ms. Kershner commented that she has an Annual Pass and she is very happy that she does not have to deal with the Customer Service Center.*

*Ms. Kershner also mentioned that the Transit Surveys are not on the bus, only on the streetcar.*

## **11. Next meeting date and time/Meeting schedule**

*The next meeting will be March 7, 2016.*

## **12. Agenda items upcoming meeting**

*Some items of topic for the next meeting included: The Five-year Transit Plan, Marketing Plan, Update on High Capacity Transit, Presentation by Student Group at the U of A, 2017 Budget.*

## **13. Adjourn**

*The meeting adjourned at 6:14 p.m.*